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ABSTRACT

This advisory list includes instructional materials appropriate to school media education programs. Entries included on the list were selected from those materials submitted by publishers which received favorable reviews by educators. Materials are listed by type of media: books, film loops, films, filmstrips, and kits; and range from kindergarten to senior high school grade levels. Entries include citation, price if available, grade level, and annotation. (Author/KP)

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ADVISORY LIST OF INSTRUCTIONAL MEDIA

FOR

MEDIA EDUCATION

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

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TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC) AND USERS OF THE ERIC SYSTEM."

IR005560

State Department of Public Instruction
Division of Educational Media
Raleigh, North Carolina
Sept. 1977

Materials Review & Evaluation Services
Division of Educational Media
State Department of Public Instruction

Raleigh, North Carolina
September 1977

ADVISORY LIST OF INSTRUCTIONAL MEDIA

FOR

MEDIA EDUCATION

This bibliography includes instructional materials appropriate to the Media Education program in the schools. The items are listed by type of media. The order of the listing is as follows:

activity cards	filmstrips (silent)	programmed materials
art prints	filmstrips (sound)	puzzles
books	games	realia
books (for teacher use)	globes	recordings (cassette tapes)
books (reference)	kits	recordings (disc)
books (supplementary texts)	manipulative devices	recordings (reel-to-reel tapes)
books with recordings	maps	reprints
calendars	measuring tapes	shortstrips
charts	microforms	slide sets (2"x2")
dictionaries	mini-units	slide sets (sound)
duplicating masters	models	study prints
film loops (silent)	periodicals	transparencies
film loops (sound)	pictures	videotapes
films (16mm)	posters	workbooks with recordings

The absence from this list of a given type of media indicates that no media of that type were reviewed or that none were deemed worthy of being called to the attention of schools. Educators should bear in mind that materials included on this list were selected from those which publishers chose to submit for evaluation and may assume that materials available for purchase not appearing on the list either were not submitted for evaluation or received unfavorable reviews. Information about negative reviews, which do not appear on this bibliography, can be obtained by writing or calling the Materials Review and Evaluation Center. At the end of this bibliography may be found an unannotated list of books which have had favorable reviews in reliable reviewing sources.

The levels at which the media may be used most effectively are indicated by "K" (Kindergarten), "prim" (primary: Grades 1-3), "elem" (elementary: Grades 4-6), "jhs" (junior high school: Grades 7-8[9]), and "shs" (senior high school: Grades [9]10-12). The insertion of an arabic numeral after the grade level indicates that the item is especially pertinent at that specific grade level--e.g., "prim-2," "elem-6."

In some cases prices were not available. Prices shown are those quoted by publishers and producers. Prices quoted do not include postage and are subject to change.

All items on this bibliography except 16mm films are displayed in the Materials Review and Evaluation Center at 620 North West Street in Raleigh.

PLEASE DO NOT ORDER ITEMS ON THIS LIST FROM THE MATERIALS REVIEW AND EVALUATION CENTER OR FROM THE DIVISION OF TEXTBOOKS. Sources of the items are listed on the DIRECTORY OF PUBLISHERS AND PRODUCERS PARTICIPATING IN THE MEDIA REVIEW PROGRAM, a separate publication accompanying the complete set of ADVISORY LISTS OF INSTRUCTIONAL MEDIA. An abbreviated or code name for the publisher/producer appearing in the bibliographic entry on this list appears in the DIRECTORY, where the complete address follows the code name.

Schools may use this list to aid in selection of materials but are in no way restricted to purchasing items on this list.

The annotated Advisory List, MEDIA EDUCATION, initiates an effort by the Division of Educational Media to identify those media useful for instruction in the areas of media production, hardware, genre, evaluation, aesthetics, presentation, and the history and theory of media.

Participatory activities in the development of media skills are suggested in MEDIA PROGRAM RECOMMENDATIONS and mandated in the Library/Media Skills section of THE COURSE OF STUDY FOR ELEMENTARY AND SECONDARY SCHOOLS. To the end of providing quality print and nonprint media for the facilitation of a media skills program by media coordinators, media specialists, as well as teachers in all curricular areas, the list was compiled from the review of materials requested from approximately 800 publishers and producers of media.

For the first year of the project, the usual two-year copyright limitation was suspended and materials older than two years were accepted for review.

The initial effort grows from a statewide demand by a growing cadre of media educators for a bibliography to assist in media course development, the integration of media skills into curricular areas, and to serve as a source for simple "how-to" information.

Staff in the School Media Programs Section of the Division of Educational Media are primarily responsible for selecting and annotating the materials included on this bibliography.

Bill Pendergraft
Consultant
School Media Programs

BOOKS

Alkin, Glyn. TV SOUND OPERATIONS. Hastings, 1975. 176 p. $7.95 paper. shs

Begins with nature of sound, moves to types of microphones and their uses; design and operation of microphone systems for television sound stage followed by discussion of special problems encountered in television audiences, dramas, orchestras; some attention given to operating special effects equipment and relation of video editing to sound; many diagrams; short bibliography and basic glossary; for serious beginning students interested in studio sound work; practical, less theoretical approach seems better for beginners than THE USE OF MICROPHONES

Barsam, Richard Meran. IN THE DARK: A PRIMER FOR THE MOVIES. Viking, 1977. 216 p. $10. shs

Terse prose characterizes an introduction to collaborative efforts of artists and technicians in the birth of a film; covers history, production, criticism; could be used as an "anchor work" for a high school cinema class; indexed

Bauer, Erwin and Peggy, eds. OUTDOOR PHOTOGRAPHER'S DIGEST. Follett, 1975. 288 p. $5.30 paper. jhs shs

Collection of articles written at various times by outdoor photographers; ranges in specifics from equipment, to composition, to special techniques, to solutions to special kinds of problems--e.g., bad weather; beginning photographers who have mastered the workings of their cameras will find something of value; easy reading, well illustrated

Bermingham, Alan, et al. THE SMALL TELEVISION STUDIO: EQUIPMENT AND FACILITIES. Hastings, 1975. 163 p. $7.95 paper. shs

Excellent guide to operation of small but professional television studio; virtually every aspect of studio operation discussed in detail: studio layout, power requirements, construction, acoustics, ventilation, etc.; some discussion of personnel, how to utilize talents; various unusual problems discussed, solutions explained; British publication with some procedures, perhaps, applicable only to the English; very professional approach but good overview of the real world

Burder, John. 16MM FILM CUTTING. Hastings, 1975. 158 p. $7.95 paper. shs

Film and sound editing mechanics and pitfalls covered for beginners and professionals in clear, accurate descriptions; the mechanics explained are geared toward a feature film, not television film or student projects; takes beginner through all steps, assuming no prior experience in diagrams or writing; occasional references to 35mm editing procedures confusing at times; some British techniques explained are rarely used in U. S., but they present no serious problem

Coynik, David. FILM: REAL TO REEL. Rev. ed. McDougal, 1976. 216 p. $5.44 paper. teacher's guide $.96. shs

Basic text for understanding the visual language of film; examines components of filmmaking through specific, highly rated short and feature-length films; discusses shots, motion, editing, rhythm, light, color, sound, the director, genre, documentaries, animation, and "now-film"; no detail on technical processes involved; suggests that specific films discussed are not the only examples but that experience and knowledge are necessary to select others; adequate budget to rent or purchase films is necessary to use this text most effectively; supplementary copies needed; useful teacher's guide

Glenn, George D., and Charles B. Scholz. SUPER 8 HANDBOOK. Sams, 1974. 240 p. $5 paper. jhs shs

Examines principally Super 8 equipment and production procedure, but neglects creative aspect of the medium; covers jargon, cameras and film stocks, filming

SUPER 8 HANDBOOK. (Cont'd)

techniques, planning and organization for production, sound recording, editing; final chapter discusses equipment selection; appendices provide numerous handy references; clear texts, illustrations; should serve well both as text and reference; leaving creative aspect to filmmakers may be positive feature

Happé, L. Bernard. YOUR FILM AND THE LAB. Hastings, 1974. 208 p. $11.50. $6.50 paper. jhs-9 shs

Covers every phase of laboratory work--e.g., film types, image formats, processing, work printing, film handling, optical processes, editing for release prints, release print and answer prints, timing and laboratory operation; should be on reading list of every student interested in exploring film as a medium of expression; extremely well illustrated; clear, succinct; bibliography, glossary

Herda, D. J. PHOTOGRAPHY: TAKE A LOOK. Childrens, 1977. 32 p. $5.50. prim elem-4

Introduces the very young child to photography through explanation of simple camera's components, functions; the camera, instructions, and illustrations are so simple that nonreaders can grasp information with little explanation or coaching; colored drawings and photographs

Hobson, Andrew and Mark. FILM ANIMATION AS A HOBBY. Sterling, 1975. 46 p. $5.69. elem jhs shs

How-to's of producing animated films in simple text with technicalities held to minimum; procedures fully explained and likely problems described; numerous photos and drawings illustrate pertinent points; step-by-step production of a 5-minute feature explained; for anyone with a camera and an interest in animation

Kirschner, Allen, and Linda Kirschner, eds. FILM: READINGS IN THE MASS MEDIA. Odyssey, 1971. 315 p. $5.85 paper. shs

From Marshall McLuhan to Ingmar Bergman to Pauline Kael, an impressive line-up of sources on film; discusses form and technique, audience and effect, critics and criticism; shores up confidence of new film teacher through experiences of experts in all areas of film; reference for some, inspiration for others; worthwhile for Bergman essay "What is 'Film Making'?"

Kirschner, Allen, and Linda Kirschner, eds. JOURNALISM: READINGS IN THE MASS MEDIA. Odyssey, 1971. 326 p. $5.85. shs-12

Collection of essays, speeches, editorials, often following each other in logical progression of retorts and replies, dealing with changing roles of the press in our daily lives; much of the writing concerns the administration-press relations of Vietnam era, but also such topics as blacks in media, famous stories--e.g., Agnew's "get-the-press" speech will give serious students valuable understanding of complex issues

Kuhns, William. MOVIES IN AMERICA. Cebco Pflaum, 1972. 248 p. $5.95 paper. guide: TEACHING IN THE DARK. 1973. 110 p. $4.50 paper. jhs shs

Broad look at development of motion pictures with closer look at films of 1930's and discussions of industry up to 1969; concentration on important directors helps to explore style and place a film historically simultaneously; brief cameos on varied topics from newsreels to columnists; illustrated with original graphics, black-and-white photos, important addition to comprehensive collection on films

Kuhns, William. THE MOVING PICTURE BOOK. Cebco Pflaum, 1975. 292 p. $5.95 paper. shs

Successful attempt to translate motion pictures to the printed page by exploring camera techniques, lighting effects, sets, sound, acting in relation to specific films; black-and-white stills illustrate most points; quotations from industry

THE MOVING PICTURE BOOK. (Cont'd)

people add dimension to text; excellent annotated alphabetical listing of films; designed as beginning text; comprehensive and stimulating

Kuhns, William. THEMES TWO: ONE HUNDRED SHORT FILMS FOR DISCUSSION. Cebco Pflaum, 1974. 193 p. $5.95 paper. shs-12

Provides one-page to two-page reviews for each film selected after viewing over 200 shorts; gives date and credits as well as running time and distributors for each film; thematic index and annotated bibliography; large format less appealing than DAVID SOHN'S FILM NOTES ON SELECTED SHORT FILMS, but, by a quick count, only a few duplications occur in the two lists

Kuhns, William, and Robert Stanley. EXPLORING THE FILM. Cebco Pflaum, 1968. 190 p. $3.94 paper. guide $3.90 paper. shs

Based on concept that seeing and knowing good films are dependent on understanding film language--the visual, the motion, the sound of it--text alludes to a variety of European and American films to stimulate classroom discussion; major weakness might be unavailability of films discussed to local educators; text and teaching guide used as references, however, add a dimension of appreciation not regularly emphasized in film courses; brief chapter on making a film completes the film experience

Kuhns, William, and Thomas F. Giardino. BEHIND THE CAMERA. Cebco Pflaum, 1970. 178 p. $4 paper. jhs shs

Technical aspects of film discussed side by side with artistic considerations; touches on camera technique, lenses, lighting, sound; explores composition and camera set-ups, continuity of film action, cutting film, some special effects; valuable section devoted to in-depth look at making a student film, told in diary form; a ruthless, critical appraisal of the student film by several film teachers included; definitely dated by 1970 copyright; easy to understand; helps students appreciate professional standards

Kybett, Harry. HOW TO USE VIDEO TAPE RECORDERS. Sams, 1974. 264 p. $6.95 paper. shs

Designed for average person seeking basic knowledge of videotape recording operation; discusses simple uses of VTR, details of systems for connecting VTR to other devices, copying, editing; touches on portable units, accessories, color, cassettes, cartridges; two chapters devoted to VTR problems, maintenance; also covers VTR specifications and selection; several simple technical operations, such as test pattern adjustments, in appendices; glossary and index; clearly written, illustrated; useful resource on care and operation of VTR equipment

Kybett, Harry. VIDEO TAPE RECORDERS. Sams, 1975. 352 p. $8.95 paper. shs-12

Principles of videotape recording--e.g., transport designs, recording principles, electronic circuitry involved in recording, playback; covers color principles, video cassettes, cartridges, other equipment such as switcher/faders, sync generators, character generators, battery chargers for portable power units; of little use to reader who lacks basic background in electronics; very technical; weak binding

Langford, Michael. STARTING PHOTOGRAPHY. Hastings, 1976. 128 p. $7.95. jhs shs

Basic, step-by-step information for beginning photographers on equipment, exposure, developing, other technical aspects; also discusses qualities of good photographs, how to capture them; projects and questions after each chapter; clear text and diagrams; appropriate illustrations; bibliography; glossary; excellent for hobbyist; useful for special-interest course

Littell, Joseph F., ed. COPING WITH THE MASS MEDIA. Rev. ed. McDougal, 1976. 231 p. $5.16 paper. teacher's manual $.96. jhs-9 shs

Collection of various essays, interviews, scripts, visual materials exploring

COPING WITH THE MASS MEDIA. (Cont'd)

television, radio, newspapers, advertising, movies, the future of mass media; Student's Guide section contains discussion questions and composition topics related to each article; detailed teacher's manual available; well bound; attractive; excellent information

Littell, Joseph Fletcher, ed. COPING WITH TELEVISION. McDougal, 1973. 213 p. $5.15 paper. teacher's manual $.96. jhs shs

Anthology of articles examining powerful effects of television that also help one evaluate what the television medium is becoming; discusses content, format, support systems, regulations in concise language, exciting graphics, inviting layout; teacher's manual suggests ways to help students develop evaluative skills and become selective viewers; highly appropriate for students of television; also see TV ACTION BOOK for a companion text

McKim, Robert H. EXPERIENCES IN VISUAL THINKING. Brooks/Cole, 1972. 171 p. $10.95 paper. shs

Collected under main headings--seeing, imagining, idea sketching--varied experiences are offered as exercises in improving visual thinking; although a 1972 publication, book tells educators many of the same things journals and speeches are filled with today--e.g., visual training complements verbal training, is a "primary process" of the brain even more vital than verbal literacy; useful for all teachers, administrators, media people who want broader view of important subject

Miles, Donald W. BROADCAST NEWS HANDBOOK. Sams, 1975. 385 p. guide $9.95 paper. shs

Designed to give college-trained news people the look and manner of street-trained news staff without wrinkling their clothes or wearing out their shoes; covers fundamentals, inside "poop" of gathering, reporting broadcast news on civil disorders, police beat, courtroom, hospitals, disasters, city hall; tells how to get a job and perform well; glossary; index; some questions to ask potential employers; fragile binding; helpful teacher's guide accompanies text

Millerson, Gerald. BASIC TV STAGING. Hastings, 1974. 173 p. $10.95. $5.95 paper. jhs-9 shs

Takes problems of sets and lighting and breaks them down into understandable parts--set design and construction, modular units, set dressing, lighting and backgrounds, etc.; each topic succinctly treated and clearly illustrated; standard terminology used, with each term defined when it first appears in context

Millerson, Gerald. EFFECTIVE TV PRODUCTION. Hastings, 1976. 192 p. $8.95 paper. shs

A studio handbook detailing proper production practices, such as duties of all studio personnel, set blocking, rehearsal practices, directing techniques pertinent to video medium; good basic introduction to cameras, lenses, supports, mikes, lighting, video control; British publication in which many terms and personnel functions differ from those in U. S.; excellent reference for directors, actors, technicians, anyone interested in artistic, conceptual aspects of television production; primarily useful to those involved with production

Millerson, Gerald. TV LIGHTING METHODS. Hastings, 1975. 150 p. $7.95 paper. shs

Characteristics of light and lighting equipment, modifying light, lighting people, controlling shadows, special problem areas, lighting location sets; discusses problems related to active production, such as coupling sound picture control and light levels; each topic described in brief paragraph often illustrated with photograph or diagram; glossary and index; should serve equally well for interested beginners or practicing professionals

Morrow, James, and Murray Suid. MOVIEMAKING ILLUSTRATED: THE COMICBOOK FILMBOOK. Hayden, 1973. 150 p. $4.98 paper. elem-6 jhs shs

Brief text on the composition of films illustrated through excellent comic strip selections; parts on "shots" and "cuts" particularly useful; includes exercises, common mistakes, and a script ready to shoot; invaluable for the novice, a ready reference for the experienced filmmaker

Mott, Verl. ELECTRONIC FLASH EQUIPMENT. Sams, 1974. 112 p. $4.50 paper. shs

Guide to electronic flash equipment written for those with technical background and prior knowledge of electronics; information should enable adequately trained persons to repair most electronic flash equipment; covers flashtubes, triggering devices, power sources, power storage, and switching; section on troubleshooting; appendix of major sources of service data; good illustrations

Murray, Michael. THE VIDEOTAPE BOOK: A BASIC GUIDE TO PORTABLE TV PRODUCTION FOR FAMILIES, FRIENDS, SCHOOLS AND NEIGHBORHOODS. Bantam, 1974. 248 p. $1.95 paper. shs

Extremely useful guide for small-format (portapack) video production which stresses portapack as the people's medium; chapters from hardware to shooting techniques to editing; anecdotes on actual use in sections called "Playback"; black-and-white photographs, simple diagrams illustrate text; bibliography; useful text or resource guide

Nisbett, Alec. THE USE OF MICROPHONES. Hastings, 1974. 168 p. $10.95. $5.95 paper. shs

Extremely complex subject treated in clear, concise manner; very little mathematics, only enough physics to understand sound behavior; text tends to terseness but covers basics of sound wave behavior and microphone function through discussion of speech, music, balance, control; examines accepted practice and problems often encountered in microphone placement; special attention to modification of recorded sound and simulation of various situations, such as telephone or concert hall sound; well illustrated with diagrams; comprehensive glossary; excellent book for serious beginners but totally unsuited for casual readers

Pincus, Edward. GUIDE TO FILMMAKING. NAL, 1972. 259 p. $2.25 paper. shs

Each element of the technical process of filmmaking in a chapter with subheads to ease finding specific information; covers camera equipment and lenses, different film stocks, techniques of lighting, sound recording for professional films, role of the lab, mechanics of editing, some information about proper projection techniques; depth of field chart and lab addresses in appendix; slightly dated and definitely designed for student who desires to do things in a "professional" manner; of little interest to kids who want to knock around with a Super-8 camera that does everything for them--this is for thinkers

Platt, Joan, ed. YOUNG ANIMATORS AND THEIR DISCOVERIES: A REPORT FROM YOUNG FILMAKERS FOUNDATION. Scribners, 1976. 159 p. $6.95. elem jhs shs

Reprint of the Praeger 1973 book describing the work of nine student filmmakers; excellent black-and-white pictures add interest; good animation techniques, graphically described, show students "creating action instead of just recording it"

Polk, Lee, and Eda LeShan. THE INCREDIBLE TELEVISION MACHINE. Macmillan, 1977. 148 p. $6.96. elem jhs

Lee Polk, a television professional, and Eda LeShan, an educator, discuss television and young people; by looking at how programs are put together, how they are aired, trade secrets of successful promotion, and what causes television to be the way it is, readers learn the carefully calculated ways viewers are hooked and kept

THE INCREDIBLE TELEVISION MACHINE. (Cont'd)

mesmerized; current and recent series referred to will date the book, but total message is clear: television in itself is neither good nor bad--it is what people choose to make it

Potett, G. Howard. RADIO! Cebco Pflaum, 1975. 125 p. $3.95 paper. guide $2 paper. jhs shs

Pictorial history of radio complements prose summary of radio's evolution from Morse code to moving socio-political force; engaging account for students studying radio; extremely weak binding

Ray, Sidney F. THE LENS IN ACTION. Hastings, 1976. 201 p. $8.95 paper. shs

Lenses treated in detail from the workings of human vision to focusing systems; although descriptions are well written and diagrams are concise, overall level is appropriate for junior or senior physics; mathematics reduced to minimum; excellent material, above the average student's grasp

Rhodin, Eric. NEWSPAPERMEN: AN INTRODUCTION TO JOURNALISM. Odyssey, 1967. 98 p. $2.50 paper. jhs shs

General introduction to newspaper production which details the work, training, ethics, professionalism of reporters; describes a story's progression from source to printed page; discusses newsroom layout with copy desk, city desk, etc.; wire machines and electronic equipment described; punctuated with anecdotes and humorous stories; 10 years old but not terribly dated; perhaps title is dated--would now be "Newspaper-people"...

Roberts, Kenneth H., and Win Sharples, Jr. A PRIMER FOR FILM-MAKING: A COMPLETE GUIDE TO 16 MM AND 35 MM FILM PRODUCTION. Pegasus, 1971. 546 p. $15. $8.65 paper. shs

The mechanics and aesthetics of film production for both the professional and the student of 16mm and 35mm; well-written, accurate explanations in step-by-step process; the "magic" of film making revealed--tricks of production, etc.; assumes unlimited funds and access to top-flight equipment; some new equipment not included

Rynew, Arden. MOTION PICTURE PRODUCTION HANDBOOK. Cebco Pflaum, 1971. 58 p. $1.95 paper. guide: FILMMAKING FOR CHILDREN. 1975. 72 p. $2.75 paper. elem-6 jhs shs

Handbook and teacher's manual teach filmmaking as an art program in elementary school; very thorough handbook may be too advanced for most elementary readers; manual is valuable as source for program design, implementation, technical data, theoretical background for a program; well illustrated with drawings

Schrank, Jeffrey. TV ACTION BOOK. McDougal, 1974. 127 p. $3.32 paper. teacher's manual $.60. jhs shs

Articles exploring television's regulatory controls, impact, and the individual's rights in any attempt to improve local broadcasting; study sheets included for students collecting information and opinions; appendix contains sample FCC broadcasting license as well as information sources; useful adjunct to COPING WITH TELEVISION

Schrank, Jeffrey. UNDERSTANDING MASS MEDIA. NTC, 1975. 260 p. $11. $7.95 paper. guide. jhs shs

Graphically stimulating handbook-text on all forms of mass media which analyzes media's powerful persuasion and examines information disseminated through media; combines thought-provoking text, reprints from varied newspapers, periodicals, cartoons, quotations; scattered throughout are "Media Labs" (exercises) providing

UNDERSTANDING MASS MEDIA. (Cont'd)

activities for individual student and a resource bank as well; a natural for interdisciplinary approach to learning, supplementing many subject areas; teacher's guide is key to exercises; one text that will circulate regularly in a media center

Skinner, Stanley. THE ADVERTISEMENT BOOK. McDougal, 1976. unp. $3.84 paper. teacher's manual $.96 paper. jhs shs

Perceptive, highly visual analysis of advertising treated as a literature in which today's student is well versed; three broad topics--advertising appeal, advertising methods, advertisements as problem solvers; readers are invited to structure their awareness of advertising and to analyze technique; collection of advertisements to provoke student discussion concludes text; profusely illustrated with well-chosen photos of advertisements

Smallman, Kirk. CREATIVE FILM-MAKING. Bantam, 1969. 218 p. $2.25 paper. shs

Analysis of the process of filmmaking with emphasis on independent artist with a noncommercial budget; for the more sophisticated student filmmaker; no index

Sohn, David A. DAVID SOHN'S FILM NOTES ON SELECTED SHORT FILMS. Cebco Pflaum, 1975. 113 p. $3.75 paper. shs-12

103 short films arranged alphabetically by title, with running time, distributor, suggested uses, brief comments and annotations; subject index makes for easy selection

Sohn, David A. FILM: THE CREATIVE EYE. Cebco Pflaum, 1970. 176 p. $3.95 paper. shs

Seventeen specific films discussed in an exploration of filmmaker's vision as a searching, precise, inventive, sensitive process; each film analyzed, technical information stated, student reactions given; all films and hardware available from Pyramid; illustrated with black-and-white film stills; good supplementary reading for a film course, leisure reading, or for teachers to get pointers on film analysis

Suid, Murray, et al. PAINTING WITH THE SUN: A FIRST BOOK OF PHOTOGRAPHY. Dynamic, 1973. 52 p. $3.45. teacher's guide $1.25. elem jhs

Highly visual guide to still photography for elementary students; examples and suggestions for subjects, technical tips, photographs to inspire writing; students encouraged to paste their own photographs in space provided in book; glossary; teacher's guide available

Swain, Dwight V. FILM SCRIPTWRITING: A PRACTICAL MANUAL. Hastings, 1976. 373 p. $14.50. $7.50 paper. shs

Thorough, professional treatment of scriptwriting which details tricks of the trade in all phases from writing to selling; applicable to feature and documentary films; excellent section on how to write includes film terms, techniques; those who work with the final product--client, director, actors, audience--are discussed as they relate to script's success; sample scripts throughout; very adult, aimed at professionals

Trojanski, John, and Louis Rockwood. MAKING IT MOVE. Cebco Pflaum, 1973. 148 p. $3.50 paper. guide $2.95 paper. elem-6 jhs shs

Detailed orientation handbook on animation using personal writing style to talk directly to students about various methods of animation, history of the technique; section at end of each chapter suggests ways to relate topic to other disciplines when appropriate; may offer too much information too soon and assume more knowledge than a novice possesses, but each media center could use at least one copy for reference; lacks glossary; accompanying guide deals with equipment, lists available resources in both print and film

Wortman, Leon A. CLOSED-CIRCUIT TELEVISION HANDBOOK. 3rd ed. Sams, 1974. 287 p. $7.95 paper. jhs-9 shs

Informative handbook covering almost all aspects, applications of closed-circuit television; well illustrated with black-and-white photographs, diagrams; reading not too technical; some of the equipment pictured is long since out of production and almost out of use, but much useful basic information here

Books in a Series

Valdes, Joan, and Jeanne Crow. THE MEDIA WORKS STUDY PROGRAM. Cebco Pflaum. jhs-9 shs
THE MEDIA WORKS. 1973. 282 p. $5.95 paper. teacher's guide $1.35 paper
STUDENT'S LOGBOOK. 1973. 119 p. $2.95 paper
THE MEDIA READER. 1975. 390 p. $8.95. $5.95 paper. teacher's guide $2.95 paper

Three-part program which goes behind the scenes in an analysis of mass media subject matter, delivery systems, messages, finance, the personal communications of popular songs, underground communication, and film; essays by Marshall McLuhan, Vance Packard, David Sarnoff, others; useful on various levels, from giving students a critical, revealing look at who makes what they buy to the sociological and psychological impact of various media; "street language" not sacrificed to spare delicate sensibilities--some frank language here; THE MEDIA WORKS is comprehensive, action-oriented text in mass media available with teacher's resource guide and student LOGBOOK--a collection of worksheets; THE MEDIA READER is collection of engaging readings accompanying, though not dependent upon, MEDIA WORKS text; excellent basic print materials for a mass media course

BOOKS (FOR TEACHER USE)

Amelio, Ralph J. FILM IN THE CLASSROOM: WHY USE IT, HOW TO USE IT. Cebco Pflaum, 1971. 181 p. $4.75 paper.

Describes a two-semester film study course designed for high school or college teachers; develops criteria for selecting and recommending students, gives examples of project cards, samples of student projects and reviews, film evaluation sheets, and basic film terminology; a development and expansion of THE WILLOWBROOK CINEMA STUDY PROJECT; works well with curriculum outlined in WILLOWBROOK...or as easy reference

Amelio, Ralph J. HAL IN THE CLASSROOM: SCIENCE FICTION FILMS. Cebco Pflaum, 1974. 153 p. $4.95 paper.

For educators who care to ready their students for tomorrow, these nine short essays will offer inspiration in the way of science fiction films enriching to any subject area; short and feature films provided in annotated listing; extensive annotated bibliography of books on science fiction film, teaching sci fi, etc. Imagine using PLANET OF THE APES in a social studies course!

Amelio, Ralph J., et al. WILLOWBROOK CINEMA STUDY PROJECT. Cebco Pflaum, 1969. 84 p. $3 paper.

Outlines two-semester elective course for high school juniors and seniors emphasizing "analysis and appreciation of the cinema as an art form"; 10 units designed around 60 feature-length and short films; gives budget, suggests texts, and gives a complete calendar; scheduled activities include viewing, re-viewing, discussion, production, writing and reading assignments; offers novice film teacher a place to start; includes excellent annotated bibliography of books on film

Culkin, John, et al. CHILDREN ARE CENTERS FOR UNDERSTANDING MEDIA. ACEI, 1973. 89 p. $3.95 paper.

Fifteen articles by educators who have experienced production success with children from flipbooks, simple photography, and cassette making, to animation

CHILDREN ARE CENTERS FOR UNDERSTANDING MEDIA. (Cont'd)

and videotaping in a text devoted to aesthetics and practicalities of integrating media production activities into the school day; a volume not to be missed by public school educators; bibliography of oldies but goodies

Kaplan, Sandra Nina, et al. THE BIG BOOK OF INDEPENDENT STUDY GAMES AND ACTIVITIES. Goodyear, 1976. 62 p. $15.95 paper.

Ideal resource for subject teachers or media coordinators seeking creative, colorful format to promote independent research; from selecting a topic, to data collection, to creating communication formats, BIG BOOK provides teacher guides, punch-out models, and duplicating worksheets; nonprint and human sources of information suggested in addition to traditional print; media coordinator/teacher planning essential in integrating research skills with classroom instruction through this colorful, oversized, spiral book

Kuhns, William. THEMES: SHORT FILMS FOR DISCUSSION. Cebco Pflaum, 1968. 380 p. $12.60.

A guide to short films which gives date of production, length, distributors, price, synopsis, suggestions for use, follow-up questions; looseleaf format in sturdy notebook; supplements update the guide, can be added to notebook; thematic and subject index

Langman, Larry, and Milt Fajans. CINEMA AND THE SCHOOL: A GUIDE TO 101 MAJOR AMERICAN FILMS. Cebco Pflaum, 1975. 157 p. $4.95 paper.

Analysis of plot, characterization, dramatic and literary techniques of 101 films; provides organization to a secondary study of film genre; cinematic terms, distributors, and films from novels and plays are appended

Linton, Dolores and David. PRACTICAL GUIDE TO CLASSROOM MEDIA. Cebco Pflaum, 1971. 118 p. $3.75 paper.

Provides rationale, motivation, and ideas for self-motivated teachers everywhere who want to introduce media in the classroom on their own; black-and-white drawings

Morrow, James, and Murray Suid. MEDIA AND KIDS: REAL-WORLD LEARNING IN THE SCHOOLS. Hayden, 1977. 144 p. $____.

Instructional method in which stage, design, print, photography, radio, television, and movies are used to teach content; the goal is not to make a student visually literate, but to present him a choice of media with which to work; a "do the media" approach suggesting the use of media neither as an aid nor a panacea; good primer for teachers interested in multimedia approach to learning

Schrank, Jeffrey. THE SEED CATALOG: A GUIDE TO TEACHING/LEARNING MATERIALS. Beacon, 1974. 374 p. $12.95.

A WHOLE EARTH CATALOG approach to the access of instructional materials in chapters on publications, organizations, periodicals, audio, film, video, games, multimedia, and devices; citations are annotated and arranged in informal, illustrated format; needs updating, but still a valuable resource

BOOKS (SUPPLEMENTARY TEXTS)

McCoy, Robert A. PRACTICAL PHOTOGRAPHY. McKnight, 1972. 340 p. $7.98. jhs-9 shs

Thorough and practical introduction to basic photography, camera function, exposure, flash, films, and filters; examines processing techniques and dark room design; discusses creative aspects of picture composition; unhappily, the format is unappealing, the treatment a little dull and dry, but the facts are here--clearly and accurately

FILM LOOPS (SILENT)

DRYMOUNTING LARGE MATERIALS. 1 color film loop $22.50. Hester, 1967. jhs shs

MAKING MAPS AND CHARTS. 1 color film loop $22.50. Hester, 1967. jhs shs

Basic information includes drymounting large items with a small drymount press and enlarging maps and charts by way of the overhead or opaque projector; demonstrates simple production techniques; captions superimposed over action guide viewers step-by-step; lesson succeeds, although technical quality is not outstanding; loops complement GRAPHIC TOOLS FOR TEACHERS by R. A. Frye, a manual for production

FILMS (16MM)

AN ADVENTURE IN FILM LIGHTING. 16mm. 16 min. sd. guide color $235. Pyramid, 1974. jhs shs

One of the Pyramid series in film production which covers use of lighting for film-making--the Kid Shadow knows

AMERICAN SUPER 8 REVOLUTION. 16mm. 31 min. sd. color $380. Intl. Film Foun., 1974. elem jhs shs

A fifth grade class's Super 8 film making efforts tastefully, unobtrusively documented; reveals how planning, scripting, and production were handled entirely by students, aided by supportive teacher and media specialist; realistic portrayal of student film making under ideal conditions; useful "starter" film for students, educators, or the community

BASIC FILM EDITING. 16mm. 17 min. sd. guide color $250. Pyramid, 1975. jhs shs

Series of mini-films used to illustrate how the use of cuts gives order, meaning, and mood; banal plots of shorts are distractive yet prevent a pedantic mood; useful for introduction to film editing, yet expensive for a single school

BASIC FILM PHOTOGRAPHY. 16mm. 17 min. sd. color $250. Pyramid, 1976. jhs shs

Brief history and overview of creative use of the camera in filmmaking; trite, contrived plots of exemplary shorts are worrisome, but may add interest (perhaps distractive) for students; one in a series on filmmaking distributed by Pyramid--all similar in tone; suggested for purchase by large population of users

BASIC FILM TERMS. 16mm. 14 min. sd. guide color $200. Pyramid, 1970. jhs shs

Descriptions of the language of film defined and demonstrated: script terminology, shots, lenses, camera angles and movements, sound and optical effects; one title in Pyramid film series

BASIC TELEVISION TERMS: A VIDEO DICTIONARY. 16mm. 17 min. sd. color $250. Pyramid, 1976. shs

Entertaining gorilla script provides examples of each television term; divided into sections with captions makes understanding and notetaking easy; precise narration by STAR TREK's Leonard Nimoy; excellent introduction or review

CAMERA MAGIC. 16mm. 15 min. sd. guide color $225. Pyramid, 1973. jhs shs

Special effects illustrated and analyzed in another title in Pyramid film study series; much technical data left to the imagination in this series, yet an introduction to possibilities is maintained; for purchase by large systems

COLOUR. 16mm. 16 min. sd. color $240. Intl. Film Bur., 1976. shs

A moving Dutch production which sensitizes viewers to the impact of colors on our psyche; explains hue, value, chroma, and complementary colors--recognition requires black and white while reality requires color; useful in visual literacy projects and in art, graphic arts, design, and physics

THE ELECTRONIC RAINBOW. 16mm. 20 min. sd. color $325. Pyramid, 1977. jhs-9 shs

Introduction to television, its history, technical data, uses of television; narrated by STAR TREK's Leonard Nimoy; many sequences of TV programming, from commercial and non-commercial broadcasts to computer imagery; useful in high school classes in television, as it transcends the "wonderful world of TV" genre to become a truly instructional film

FRAME BY FRAME. 16mm. 13 min. sd. guide color $200. Pyramid, 1973. jhs shs

Animation technique discussed, including use of single-framing to create kinestasis, flicker filming, movement of cut-outs, cels, pixilation, and time-lapse; very difficult techniques appear simple which is misleading, yet a good motivational, introductory film for purchase by large systems; one of Pyramid FILMMAKING SERIES

FRANK FILM. 16mm. 9 min. sd. guide color $160. Pyramid, 1973. jhs shs

The ultimate paper cut-out animated film is an autobiographical narrative which depicts the movement toward, and impact of, film on the author; inherently instructional since examples of animation techniques are shown; also speaks to the impact of media on our lives; suggested only as a supplementary aid in film/media education

GENE DEITCH: THE PICTURE BOOK ANIMATED. 16mm. 25 min. sd. color $305. Weston Woods, 1977. shs

Imaginative, instructional film which demonstrates the transformation of print (children's books) to film; viewers at once become intimate with the abstract view of the artist, who is both creative and spontaneous, organized and purposeful; could be used to instruct in the comprehensive process of film production, to view creative use of children's literature, and to investigate the thematic blend of print, visuals, and music; best used with a sophisticated audience in teacher education; a Czech film

INTRODUCTION TO PORTABLE VIDEO TAPE RECORDING. 16mm. 15 min. sd. guide color $195. FilmFair, 1975. jhs shs

An ineffective, if not distracting, sound track does not destroy the realistic treatment of problems with video use in the milieu of today's classroom; should be noted that the media coordinator should undertake the responsibility assumed in the film by a teacher; may be purchased for laymen in a large unit intending to initiate small-format video production

THE MAKING OF A LIVE TV SHOW. 16mm. 26 min. sd. guide color $325. Pyramid, 1971. jhs shs

A tight production documenting the live broadcast of an Emmy Awards program; insight into the cardiovascular disease-producing business of direction in live television; tension builds in documentary and carries viewer with it; it is precarious to be vicarious in the age of Aquarius, but an exception can be made of this film!

MOVE. 16mm. sd. guide color $235. Benchmark, 1972. K prim elem jhs

The process of making simple animated motion pictures as produced by fourth graders in Washington, D. C., schools; children shown working, making drawings, taping sound track; three exciting student-made films shown in their entirety; enough basic information for any adventurous teacher working with children of any age; no formal narration, just children talking about their work; interesting example of how audiovisual media work ideally; manual shows how to make drawings for animated motion, flip books, cardboard zoetrope for making pictures move; also describes kinds of art materials, film equipment required

OPEN UP MY EYES. 16mm. 10 min. sd. guide color $145. FilmFair, 1971.
prim elem jhs shs

A collage of visual impressions which could be used to stimulate visual and written expression; valuable if purchased by a large unit for use by many teachers; non-instructive--no dialogue; unlike many films in this genre, it is not a collection of still slides, but rather moving film

SIXTY SECOND SPOT. 16mm. 25 min. sd. color $350. Pyramid, 1974. elem-6 jhs shs

Cogently executed instructional film which once and for all proclaims "spot" commercials are not made but born of interminable labor and great cost; descriptive of the process from storyboarding to final product; a progenitor of discussion, ranging from technique in film production to the capitalistic system

THE TELEVISION NEWSMAN. 16mm. 28 min. sd. color $350. Pyramid, 1976. jhs-9 shs

The narcissistic world of the TV newsman explored in award-winning film documentary; duplicated in tone and content by the STV program, "Television News," in the MEDIA MACHINE SERIES; "a day in the life" genre to increase occupational awareness--film never deals with actual "how to" of television news-gathering

FILMSTRIPS (SOUND)

Filmstrips (Sound) in a Series

FILMS AND FUN. 8 color filmstrips, 8 cassette tapes $160. AIMS, 1976. jhs shs
Titles: INTRODUCTION TO FILMMAKING; INTRODUCTION TO CAMERAS AND FILMS; USING THE CAMERA; EDITING; SPICING UP YOUR FILM; ANIMATION AND OTHER SINGLE FRAME TECHNIQUES; STORYBOARDS AND TITLES; SOUND TRACKING

Well-documented, well-produced audiovisual guide to Super 8 filmmaking; overview of the process, details on camera use, editing, splicing, animation, laying on soundtrack, scripting, storyboarding; many printed guides exist but this is one of the few nonprint Super 8 primers

VISUAL COMMUNICATION SKILLS. 4 color filmstrips, 4 cassette tapes, guide $59. each $16.50. with disc recordings $55. each $15.50. Teaching Res., 1976. shs
Titles: THE LANGUAGE OF VISION; UNDERSTANDING PICTURES; VISUAL LITERACY; SEEING, BELIEVING AND QUESTIONING

Designed to increase students' visual awareness through review of visual communication, subtleties of graphics and photography, the concept of "visual literacy" (how memory, knowledge, curiosity and uniqueness, sameness, interest, and values affect what we see), and optical illusions; elements of the package are redundant, occasionally quite complex; best used as an element of a communications course or as a treatment of the aesthetics of visual communication; consider purchasing selected elements rather than whole kit; teacher's guide with text, activities

FILMSTRIPS (SOUND) FOR TEACHER USE

ONE-STOP SHOPPING: ORGANIZING MEDIA FOR ACCESSIBILITY. 1 book, 1 color filmstrip, 1 cassette tape, guide $____. WASL, 1975.

Explains and promotes an integrated shelving approach to making all types of media more readily accessible to users; acknowledges that "this type shelving is not for everyone," listing pros and cons; produced by Wisconsin Association of School Librarians to meet a particular need, as it is one of the few media productions available on this controversial subject; worthwhile addition to a central, rather than individual, school media collection

KITS

THE WORLD OF COMMUNICATIONS: AUDIOVISUAL MEDIA. 1 textbook $7.98, 3 consumable student activity manuals each $1.47, 8 color filmstrips and 6 cassette tapes $145, teacher's guide $18. McKnight, 1975. jhs shs

Titles: INTRODUCTION TO THE WORLD OF COMMUNICATIONS: AUDIOVISUAL MEDIA; FIRST IMPRESSIONS; STORY OF RADIO BROADCASTING; STORY OF MAKING MOTION PICTURES; PRODUCING A MOTION PICTURE; STORY OF TELEVISION BROADCASTING; PRODUCING A TELEVISION PROGRAM; IMPACT OF AUDIOVISUAL MEDIA, ETC.

Comprehensive treatment of communicating to inform, influence, or entertain; teacher's guide in looseleaf format explains the three main units--perception of context (using radio), analysis of concepts and processes (using movies), and synthesis and application of the message (using television); the structure of the course and activity manuals leads students from simple to more complex processes; each chapter in textbook includes a chart outlining the concepts, photographs, graphics, and vocabulary section; sound filmstrips designed to integrate and reinforce printed materials; game and transparencies also available

THE WORLD OF COMMUNICATIONS: VISUAL MEDIA. 1 textbook $7.98, 1 activity manual $2.97, 11 color filmstrips and 6 cassette tapes $180, teacher's guide $15. McKnight, 1974. jhs-9 shs

Titles: INTRODUCTION TO THE WORLD OF COMMUNICATIONS: VISUAL MEDIA; THE EVOLUTION OF COMMUNICATIONS; STORY OF TECHNICAL COMMUNICATIONS; MANAGING THE ENTERPRISE; STORY OF PHOTOGRAPHY; VISUAL MEDIA SYSTEMS; ILLUSTRATING THE MESSAGE; COMMUNICATION SKILLS OF GRAPHIC DESIGN; STORY OF NEWSPAPERS; SPECIFYING AND CONTROLLING THE QUALITY OF PRODUCTION; STORY OF PUBLISHING

With emphasis on graphics communication, visual media are analyzed as communication vehicles; program is predicated on Bloom's TAXONOMY and includes realistic use of activities for cognitive, affective, and psychomotor domains; although text is highly visual, reading level is 9th grade; materials include sound filmstrips, student text, activity guides, teacher's manual; tailored for use by high school teacher; participatory activities are encouraged, as is flexibility in teacher use